GOVERNMENT OF INDIA
RAILWAYS
LOK SABHA

UNSTARRED QUESTION NO:2319
ANSWERED ON:09.03.2000
EXPENDITURE INCURRED ON ADVERTISEMENTS
TUFANI SAROJ

Will the Minister of RAILWAYS be pleased to state:

(a) whether the Government have spent amounts on advertisements released to various newspapers regarding laying of foundation stone and inauguration of various railway projects during the years 1996 and 1997;

(b) if so, the the details thereof;

(c) whether the Government propose to ban such advertisements; and

(d) if not, the reasons therefore?

Answer

MINISTER OF STATE IN THE MINISTRY OF RAILWAYS (SHRI DIGVIJAY SINGH)

(a) Yes, Sir.

(b) A Statement is attached.

(c) No, Sir.

(d) Publicity through advertisements in the media to launch new services and projects etc. serves the purpose of informing the public of additional facilities and amenities being provided in different zones of Indian Railwaysystem. However, steps have been taken to restrict scope and number of insertions of these advertisements to effect economy.

STATEMENT REFERRED TO IN REPLY TO PART (b) OF THE UNSTARRED QUESTION NO.2319 ASKED BY SHRI TUFA SAROJ TO BE ANSWERED IN LOK SABHA ON 09.03.2000 REGARDING EXPENDITURE INCURRED ON ADVERTISEMENTS

(b) Details are given below:-

ZONAL RAILWAY	1996-97 (in Rupees)	1997-98 (in Rupees)
CENTRAL	7,26,388	9,03,068
EASTERN	35,38,789	9,11,158
NORTHERN	42,07,420	46,45,253
NORTH EASTERN	1,37,58,532	33,00,980
NORTHEAST FRONTIER	6,90,246	3,02,922
SOUTHERN	98,28,284	34,49,387
SOUTH CENTRAL	27,00,000	7,00,000
SOUTH EASTERN	19,62,351	21,31,370
WESTERN	12,77,993	16,48,633
TOTAL FOR ALL ZONAL RAILWAYS	3,86,90,003	1,79,92,771